



SPUC APPLICATION PACK

Fundraising & Marketing Manager



Society for the **Protection**
of Unborn Children

WELCOME NOTE FROM THE CEO

Dear Candidate,

Thank you for your interest in working for our organisation.

We hope that this application pack helps to inform your decision about applying for a key role at the Society for the Protection of Unborn Children (SPUC).

At SPUC we are united in pursuit of a single vision: a world where abortion is unthinkable.

The SPUC team brings together a growing professional staff, an organised network of grassroots activists, and thousands of members and supporters nationwide.

Together we are leading the fight for the unborn in our political institutions, we are bringing the truth about abortion to the public through our communications, and we are building a new pro-life generation through our extensive educational activities.

The SPUC team continues to lead the way in the most pressing struggle for justice of our age and that is why our staff are a top priority.

Every member of staff plays a crucial role in our ambitious programme of work. I am personally dedicated, with my senior leadership team, to helping you to achieve your full potential in your professional and personal life.

At SPUC we have the spirit of "Going the Extra Mile" for unborn children and for all those affected by the horror of abortion.

Despite the stresses and strains that inevitably accompany working for the pro-life cause, we have the great consolation of knowing that our efforts are helping to save countless innocent, defenceless and irreplaceable lives. What can be a greater reward than that?

We face an enormous challenge, but we are proud to have a staff dedicated to fighting for the rights of all unborn children. We are confident that we expend our efforts in the cause of truth and justice.

If you have the skills, energy and passion to deliver justice for unborn children, then we look forward to hearing from you.

To apply for this role, please send a CV and covering letter explaining your suitability for the role.

Together we will be a voice for the unborn, and a voice for justice.



A handwritten signature in black ink that reads "John Deighan". The signature is written in a cursive, flowing style.

John Deighan, *Chief Executive Officer*



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OUR VISION, MISSION AND VALUES

OUR VISION

At SPUC we are all united by a simple and straightforward vision: a world where abortion is unthinkable.

This is the vision that inspires everything we do and guides every decision we make.

We want to see a world in which every unborn baby is welcomed, cherished and protected and in which every mother and father receives the help and support they need.

OUR MISSION

SPUC offers a serious and wide range of activities, leading the campaign to protect the rights of unborn children.

OUR ACTIVITIES

- Political lobbying at Westminster, Holyrood, Cardiff and Stormont, putting pressure on our politicians to uphold the rights of unborn children.
- Education and youth activity which is forming a new pro-life generation through activities from primary to university level.
- Cutting edge medical and bioethical research, to advance and strengthen the pro-life cause in academia and the professions.
- Communication of the pro-life message to the general public through electronic and print media.
- Public witness, to educate and form the general public.
- Creating film and drama to communicate the pro-life message in innovative and engaging ways.

OUR VALUES

The following values were identified by SPUC staff as representing the character and ethos of our organisation. They clearly express who we are as individuals and as an organisation.

- Justice: promoting justice for the unborn.
- Caring: providing care and support to those threatened or harmed by abortion.
- Professional: displaying the highest professional standards in all our relations with our beneficiaries, supporters and with each other.
- Leadership: leading and empowering others to defend the right to life with confidence and clarity.
- Truth: defending and sharing the truth.
- Integrity: living and working with integrity.



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OUR ORGANISATION AND OUR AIMS

The Society for the Protection for Unborn Children (SPUC) is a grassroots organisation, which campaigns to secure the rights of unborn children. We were founded in 1967 due to the threat to life of the unborn posed by the Abortion Act which was then progressing through Parliament. Since the passage of the act we have expanded the scope of our work and now seek to secure the rights of unborn children through activities in a wide variety of fields.

THE PRINCIPAL AIMS AND OBJECTS OF THE SOCIETY ARE:

- To affirm, defend and promote the existence and value of human life from the moment of conception until natural death.
- To defend and protect human life generally and in particular, whether born or unborn (although principally the latter) and wheresoever situate (although principally in Great Britain and Northern Ireland, the Isle of Man, the Channel Islands, the Republic of Ireland and Europe).
- To reassert the principle laid down in the “Declaration of the Rights of the Child” (1959) that “the child, by reason of his physical and mental immaturity, needs special safeguards and care, including appropriate legal protection, before as well as after birth.”
- To defend, assist and promote the life and welfare of mothers during pregnancy and of their children from the time of conception up to, during and after birth.

The Society employs around 45 members of staff (in full-time and part-time roles), working from offices in London, Glasgow, Belfast, Preston and Stockton-on-Tees.

We are supported by more than 15,000 members nationwide, and have more than 50 volunteer branches in towns and cities across the UK.

Expanding our grassroots presence is a major priority for us over the next few years. Our ambitious goal is to have a SPUC branch in every parliamentary constituency to fight for the rights of unborn children.



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FUNDRAISING & MARKETING MANAGER

DEPARTMENT: Fundraising

LINE MANAGER: Executive Director (Public Affairs & Legal Services)

HOURS: 35 hrs/week; flexibility for some evening and weekend work

LOCATION: London or Glasgow Office with Hybrid Work Policy

SALARY: £35,000- £40,000

JOB OVERVIEW:

The Marketing & Fundraising Manager will play a pivotal role in driving our organisation's fundraising and marketing initiatives. You will be responsible for developing and implementing innovative fundraising strategies and impactful marketing campaigns, building strong relationships with donors and stakeholders, and advising senior leadership on trends and opportunities in fundraising. Additionally, you will work closely with the Executive Director and line-manage three direct reports, a wider internal telemarketing team and various consultants and service providers. This role is ideal for a proactive individual who is passionate about making a difference and skilled in engaging and building diverse audiences.

KEY RESPONSIBILITIES:

Team Leadership: Line-manage three direct reports, including overseeing the internal telemarketing team and collaborating with external consultants and service providers to achieve fundraising objectives.

Fundraising Strategy: Develop and execute comprehensive fundraising strategies to achieve organisational goals and maximise revenue.

Campaign Development: Create and implement innovative name-gathering and awareness campaigns to engage existing supporters and attract new donors.

Relationship Building: Cultivate and maintain strong relationships with individual donors, grant-making bodies, and wider SPUC team to foster long-term support.

Data Analysis: Analyse fundraising data and market trends to inform strategic decision-making and enhance campaign effectiveness.

Event Coordination: Plan, execute, and evaluate fundraising events, ensuring a seamless experience for participants and stakeholders.



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Collaborative Messaging: Work closely with the communications team to ensure consistent and compelling messaging across all platforms.

Training & Support: Provide training and ongoing support to staff and volunteers on fundraising best practices and engagement strategies.

Reporting: Prepare comprehensive reports and presentations for senior leadership on fundraising performance, insights, and opportunities.

Continuous Learning: Stay updated on industry trends and best practices to continually enhance fundraising and marketing efforts.

Budget Management: Oversee the fundraising budget, ensuring compliance with relevant regulations and policies.

SKILLS AND EXPERIENCE REQUIRED

- Strong commitment to the organisation's mission and vision.
- At least three years of experience in fundraising and/or marketing, preferably within a nonprofit or similar environment.
- In-depth knowledge of fundraising strategies and best practices.
- Proven track record in developing and executing successful marketing campaigns.
- Exceptional written and verbal communication skills, with the ability to convey complex concepts clearly to diverse audiences.
- Excellent interpersonal skills, with a demonstrated ability to build and maintain relationships with donors and stakeholders.
- Strong negotiation and persuasive skills to effectively engage and influence key partners.
- Outstanding time management and organizational skills, with the ability to prioritize multiple tasks and meet deadlines.
- Understanding of relevant social issues and trends affecting fundraising and marketing efforts.
- A working knowledge of Microsoft Office with a particular experience of statistical analysis and reporting.
- A knowledge of industry best practice and legal requirements, including GDPR and opt in / out mechanisms.
- Experience of working to and creating KPIs and targets including monitoring ROI and LTV on multiple campaigns.

ADDITIONAL BENEFITS

- Flexible working arrangements to support work-life balance.
- Opportunities for professional development and training.
- A collaborative and supportive team environment.
- Additional health and wellness benefits.

APPLICATION PROCESS

To apply, please send your CV and a compelling cover letter outlining your relevant experience and passion for our mission to agnesmclluskey@spuc.org.uk.